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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Substitute for form 1449/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

*(Use as many sheets as necessary)*

Sheet 1

Q

of 19

**Complete if Known**

Application Number	10/006.874
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Filing Date	14 NOV 20
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First Named Inventor	PLOTNICK
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Art Unit	2611
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Examiner Name	GRANT, CHRISTOPHER
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Attorney Docket Number	T738-10
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Technology Center 2600

## U. S. PATENT DOCUMENTS

[illegible]

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)	MM-DD-YYYY			
HL	BE	WO9955066A1	10-28-1999	Zetmeir, Karl D		

**Examiner  
Signature**

Date \_\_\_\_\_

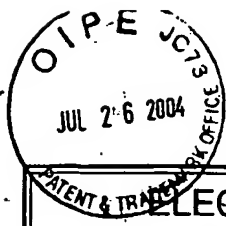
**Considered**

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language translation is attached.

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9/21/04



**ELECTRONIC INFORMATION DISCLOSURE STATEMENT**

Electronic Version v18  
Stylesheet Version v18.0

<b>Title of Invention</b>	Alternative Advertising in Prerecorded Media						
Application Number: 10/006874							
Confirmation Number: 5480					<b>RECEIVED</b> JUL 30 2004 Technology Center 2600		
First Named Applicant: Michael Plotnick							
Attorney Docket Number: T738-10							
Art Unit: 2611							
Examiner: Christopher Grant							
Search string: ( 6064376 or 5956025 or 5923627 or 4930158 ).pn.							
<b>US Patent Documents</b>							
Note: Applicant is not required to submit a paper copy of cited US Patent Documents							
init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
TH	1	6064376	2000-05-16	BEREZOWSKI			
TH	2	5956025	1999-09-21	GOULDEN			
TH	3	5923627	1999-07-13	MIWA			
TH	4	4930158	1990-05-29	VOGEL			
<b>Signature</b>							
Examiner Name				Date			
<i>Greg A. Kueper</i>				<i>11/21/00</i>			

07/27/04



Form PTO-1449

(REV. 8-83)

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

T738-10

SERIAL NO.

10/006,874

APPLICANT

PLOTNICK ET AL.

FILING DATE

14 NOV 2001

GROUP

2611

RECEIVED

JUL 12 2002

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## INFORMATION DISCLOSURE CITATION

JUL 08 2002

(Use several sheets if necessary)

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>HA</i>	AA	6	0	7	0	1	8	6	05/00	Nishio	709	217	
<i>HA</i>	AB	6	2	0	8	8	0	5	03/01	Abecassis	386	126	
<i>HA</i>	AC	6	2	8	9	1	6	5	09/01	Abecassis	386	46	
<i>HA</i>	AD	6	3	0	4	7	1	5	10/01	Abecassis	386	68	
<i>HA</i>	AE	6	3	2	7	4	1	8	12/01	Barton	386	46	
<i>HA</i>	AF	6	4	0	8	1	2	8	06/02	Abecassis	386	68	

## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

<i>HA</i>	BA	"The Implications of Personal TV, Streaming Media and VoD on the Advertising Industry", by Peter Horsemann of Axcen Media AG, March 9, 2001, Brussels, Belgium- European Group of Television Advertising Report "Interactivity and advertising" Working Party (taken from <a href="http://www.egta.com/pages/egta02_4_interactivity.htm">www.egta.com/pages/egta02_4_interactivity.htm</a> ) 4pp.

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.